



www.Fox8.com

**WJW**  
**5800 S. Marginal Rd**  
**Cleveland, OH 44103**  
**(216)431-8888**

# CONTRACT

<u>Contract / Revision</u> 575775 /		<u>Alt Order #</u> 09821748
<u>Product</u> NEA FUND		
<u>Contract Dates</u> 09/19/12 - 09/25/12		<u>Estimate #</u> 1640
<u>Advertiser</u> NEA Fund for Children and Public Education		<u>Original Date / Revision</u> 09/18/12 / 09/18/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WJW	<u>Account Executive</u> Alexandra Bradley	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8476	<u>Advertiser Code</u> 382	<u>Product Code</u> 402
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**New Media Firm**  
**1322 G Street SE**  
**Washington, DC 20003**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	8	09/19/12	09/19/12	M-F 5a-530a	5a-530a		:30			NM	1	\$1,200.00
		FOX8-NWS-5AM										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/17/12	09/23/12	--W----				1	\$1,200.00			
N 2	8	09/20/12	09/20/12	M-F 5a-530a	5a-530a		:30			NM	1	\$1,200.00
		FOX8-NWS-5AM										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/17/12	09/23/12	---T---				1	\$1,200.00			
N 3	8	09/19/12	09/19/12	M-F 530a-6a	530a-6a		:30			NM	1	\$1,500.00
		FOX8-NW-5:30AM										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/17/12	09/23/12	--W----				1	\$1,500.00			
N 4	8	09/24/12	09/24/12	M-F 530a-6a	530a-6a		:30			NM	1	\$1,500.00
		FOX8-NW-5:30AM										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/24/12	09/30/12	M-----				1	\$1,500.00			
N 5	8	09/25/12	09/25/12	M-F 530a-6a	530a-6a		:30			NM	1	\$1,500.00
		FOX8-NW-5:30AM										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/24/12	09/30/12	-T-----				1	\$1,500.00			
N 6	8	09/19/12	09/19/12	M-F 6a-8a	6a-8a Rotator		:30			NM	1	\$2,400.00
		FOX8-NWS-MORNG										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/17/12	09/23/12	--W----				1	\$2,400.00			
N 7	8	09/24/12	09/24/12	M-F 6a-8a	6a-8a Rotator		:30			NM	1	\$2,400.00
		FOX8-NWS-MORNG										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/24/12	09/30/12	M-----				1	\$2,400.00			
N 8	8	09/20/12	09/20/12	M-F 6a-8a	6a-8a Rotator		:30			NM	1	\$2,400.00
		FOX8-NWS-MORNG										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/17/12	09/23/12	---T---				1	\$2,400.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u> 575775 /		<u>Alt Order #</u> 09821748
<u>Contract Dates</u> 09/19/12 - 09/25/12	<u>Product</u> NEA FUND	<u>Estimate #</u> 1640
<u>Advertiser</u> NEA Fund for Children ar		<u>Original Date / Revision</u> 09/18/12 / 09/18/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 9	8	09/21/12	09/21/12	M-F 6a-8a	6a-8a Rotator		:30			NM	1	\$2,400.00
		FOX8-NWS-MORNG										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	----F--				1	\$2,400.00			
N 10	8	09/25/12	09/25/12	M-F 6a-8a	6a-8a Rotator		:30			NM	1	\$2,400.00
		FOX8-NWS-MORNG										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-T-----				1	\$2,400.00			
N 11	8	09/25/12	09/25/12	M-F 8a-9a	8a-9a News		:30			NM	1	\$2,400.00
		FOX8-NWS-8AM										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-T-----				1	\$2,400.00			
N 12	8	09/19/12	09/19/12	M-F 9a-10a	9a-10a		:30			NM	1	\$1,600.00
		FOX8 NEWS-9AM										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--W----				1	\$1,600.00			
N 13	8	09/20/12	09/20/12	M-F 9a-10a	9a-10a		:30			NM	1	\$1,600.00
		FOX8 NEWS-9AM										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---T---				1	\$1,600.00			
N 14	8	09/21/12	09/21/12	M-F 9a-10a	9a-10a		:30			NM	1	\$1,600.00
		FOX8 NEWS-9AM										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	----F--				1	\$1,600.00			
N 15	8	09/24/12	09/24/12	M-F 9a-10a	9a-10a		:30			NM	1	\$1,600.00
		FOX8 NEWS-9AM										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	M-----				1	\$1,600.00			
N 16	8	09/25/12	09/25/12	M-F 9a-10a	9a-10a		:30			NM	1	\$1,600.00
		FOX8 NEWS-9AM										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-T-----				1	\$1,600.00			
N 17	8	09/21/12	09/21/12	M-F 10a-11a	10a-11a		:30			NM	1	\$800.00
		NEW DY CLEVELND										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	----F--				1	\$800.00			
N 18	8	09/25/12	09/25/12	M-F 10a-11a	10a-11a		:30			NM	1	\$800.00
		NEW DY CLEVELND										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-T-----				1	\$800.00			
N 19	8	09/19/12	09/19/12	M-F 11a-12p	11a-12p		:30			NM	1	\$800.00
		JUDGE JOE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--W----				1	\$800.00			
N 20	8	09/20/12	09/20/12	M-F 11a-12p	11a-12p		:30			NM	1	\$800.00
		JUDGE JOE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---T---				1	\$800.00			
N 21	8	09/21/12	09/21/12	M-F 12p-1p Noon News	12p-1p Noon News		:30			NM	1	\$1,200.00
		FOX8-NWS-12NN										

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<u>Contract Dates</u> 09/19/12 - 09/25/12	<u>Product</u> NEA FUND	<u>Estimate #</u> 1640
<u>Advertiser</u> NEA Fund for Children ar		<u>Original Date / Revision</u> 09/18/12 / 09/18/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	----F--				1	\$1,200.00			
N 22	8	09/24/12	09/24/12	M-F 12p-1p Noon News	12p-1p Noon News		:30			NM	1	\$1,200.00
FOX8-NWS-12NN												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	M-----				1	\$1,200.00			
N 23	8	09/25/12	09/25/12	M-F 12p-1p Noon News	12p-1p Noon News		:30			NM	1	\$1,200.00
FOX8-NWS-12NN												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-T-----				1	\$1,200.00			
N 24	8	09/19/12	09/19/12	M-F 1p-2p	1p-2p		:30			NM	1	\$600.00
JEFF PROBST												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--W----				1	\$600.00			
N 25	8	09/20/12	09/20/12	M-F 2p-3p	2p-3p		:30			NM	1	\$900.00
STEVE HARVEY												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---T---				1	\$900.00			
N 26	8	09/24/12	09/24/12	M-F 2p-3p	2p-3p		:30			NM	1	\$900.00
STEVE HARVEY												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	M-----				1	\$900.00			
N 27	8	09/19/12	09/19/12	M-F 3p-4p	3p-4p		:30			NM	1	\$600.00
RICKI LAKE												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--W----				1	\$600.00			
N 28	8	09/20/12	09/20/12	M-F 3p-4p	3p-4p		:30			NM	1	\$600.00
RICKI LAKE												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---T---				1	\$600.00			
N 29	8	09/21/12	09/21/12	M-F 3p-4p	3p-4p		:30			NM	1	\$600.00
RICKI LAKE												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	----F--				1	\$600.00			
N 30	8	09/24/12	09/24/12	M-F 3p-4p	3p-4p		:30			NM	1	\$600.00
RICKI LAKE												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	M-----				1	\$600.00			
N 31	8	09/25/12	09/25/12	M-F 3p-4p	3p-4p		:30			NM	1	\$600.00
RICKI LAKE												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-T-----				1	\$600.00			
N 32	8	09/21/12	09/21/12	M-F 4p-5p	4p-5p		:30			NM	1	\$1,500.00
JUDGE JUDY B												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	----F--				1	\$1,500.00			
N 33	8	09/20/12	09/20/12	M-F 4p-5p	4p-5p		:30			NM	1	\$1,500.00
JUDGE JUDY												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---T---				1	\$1,500.00			

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Contract / Revision	Alt Order #
575775 /	09821748

Contract Dates	Product	Estimate #
09/19/12 - 09/25/12	NEA FUND	1640

Advertiser	Original Date / Revision
NEA Fund for Children ar	09/18/12 / 09/18/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 34	8	09/25/12	09/25/12	M-F 4p-5p	4p-5p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/24/12	09/30/12	-T-----				1	\$1,500.00			
N 35	8	09/25/12	09/25/12	M-F 5p-6p News	5p-6p News		:30			NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/24/12	09/30/12	-T-----				1	\$2,400.00			
N 36	8	09/21/12	09/21/12	M-F 5p-6p News	5p-6p News		:30			NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/17/12	09/23/12	----F--				1	\$2,400.00			
N 37	8	09/19/12	09/19/12	M-F 6p-7p News	6p-7p News		:30			NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/17/12	09/23/12	--W----				1	\$3,200.00			
N 38	8	09/24/12	09/24/12	M-F 6p-7p News	6p-7p News		:30			NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/24/12	09/30/12	M-----				1	\$3,200.00			
N 39	8	09/20/12	09/20/12	M-F 7p-730p News	7p-730p News		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/17/12	09/23/12	---T---				1	\$3,000.00			
N 40	8	09/21/12	09/21/12	M-F 730-8p	730p-8p		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/17/12	09/23/12	----F--				1	\$2,000.00			
N 41	8	09/20/12	09/20/12	M-F 10p-1030p	10p-1030p		:30			NM	1	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/17/12	09/23/12	---T---				1	\$3,400.00			
N 42	8	09/23/12	09/23/12	Sa & Su 10p-11p Fox 8 New	10p-11p Rotator		:30			NM	1	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/17/12	09/23/12	-----S				1	\$3,400.00			
N 43	8	09/19/12	09/19/12	M-F 1130p-12a	1130p-12a		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/17/12	09/23/12	--W----				1	\$1,000.00			
N 44	8	09/24/12	09/24/12	M-F 1130p-12a	1130p-12a		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/24/12	09/30/12	M-----				1	\$1,000.00			
N 45	8	09/20/12	09/20/12	M-F 12a-1230a	12a-1230a		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/17/12	09/23/12	---T---				1	\$600.00			
N 46	8	09/25/12	09/25/12	M-F 12a-1230a	12a-1230a		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/24/12	09/30/12	M-----				1	\$600.00			

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www.Fox8.com

<u>Contract / Revision</u> 575775 /		<u>Alt Order #</u> 09821748
<u>Contract Dates</u> 09/19/12 - 09/25/12	<u>Product</u> NEA FUND	<u>Estimate #</u> 1640
<u>Advertiser</u> NEA Fund for Children ar		<u>Original Date / Revision</u> 09/18/12 / 09/18/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Totals Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-T-----				1	\$600.00			
N 47	8	09/22/12	09/22/12	Fox 8 News Sa 8a-10a	Sa 8a-10a		:30			NM	1	\$1,200.00
FOX8-SAT MORN												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S-				1	\$1,200.00			
N 48	8	09/22/12	09/22/12	Fox 8 News Sa 8a-10a	Sa 8a-10a		:30			NM	1	\$1,200.00
FOX8-SAT MORN												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S-				1	\$1,200.00			
N 49	8	09/23/12	09/23/12	Fox 8 News Su 8a-10a	Su 8a-10a		:30			NM	1	\$1,200.00
FOX8 NWS SU-8A												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S				1	\$1,200.00			
N 50	8	09/23/12	09/23/12	Rizzo Show, the	Rizzo Show, the		:30			NM	1	\$2,600.00
BG BNG THRY W												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S				1	\$2,600.00			
Totals											50	\$78,400.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/25/12	50	\$78,400.00	\$66,640.00
<b>Totals</b>	<b>50</b>	<b>\$78,400.00</b>	<b>\$66,640.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
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I, The New Media Firm  
do hereby request station time concerning the following issue:

NEA Fund for Children and Public Education

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Schedule					

**Total Charges:**

This broadcast time will be used by: NEA Fund for Children and Public Education

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☒ **Yes**

☐ **No**

NAB Form PB-17 Issues

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

US Senate Race

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

NEA Fund for Children and Public Education

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

Michael McPherson, Treasurer

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

9/18/12

Date

Signature

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐

Accepted

☐

Accepted in Part

☐

Rejected

Signature

Printed Name

Title